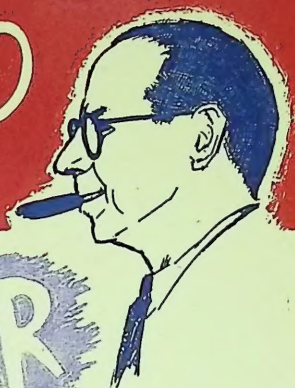


ONTARIO  
'B'  
DISTRICT

# Ballyhoo



## HAPPY NEW YEAR

A few brief hours more, and Old Man '54 will noisily vacate his throne and depart to take his place in the crowded volumes of history. His reign is over ... his contribution, a few more pages added to our album of memories.

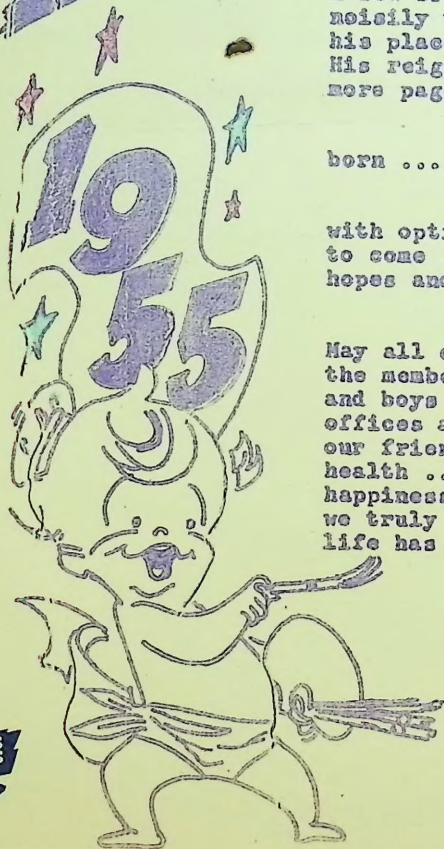
A new day dawns ... a New Year is born ... Hail 1955.

We greet the newcomer with confidence, with optimism ... with hopes of good things to come ... We make resolutions ... we hope hopes and we wish wishes ...

My wish this year is a simple one ... May all of us ... our executives, associates, the members of G.T.S. and T.C.L., the girls and boys in our office and the district offices and theatres from coast to coast ... our friends, enjoy all the benefits of good health ... May the New Year bring joy and happiness to us and our loved ones ... May we truly enjoy all of the good things that life has to offer ... both in the material sense, and the spiritual.

May we all be spared to work together and to meet again next New Year ... and for many, many New Years to come.

May we all have a very  
HAPPY NEW YEAR.



FAMOUS  
PLAYERS  
Theatres



## NEW "DOWNTOWN" HAMILTON

We have just poured a lot of very important bucks into the old Granada in Hamilton ... A complete face-lifting ... new seating, new decor throughout, brand new front, large expanded confection section ... even a new name ... D O W N T O W N.

The DOWNTOWN will make its bow, officially, at noon on December 31st ... with Paul Turnbull continuing at its helm ... Let's really go to town now, Paul, and start recouping some of that investment. We'll do our share at this end to back you with the best product we can possibly buy ... You Paul, just continue to pour your energy and skills into the sale of that product, and all of your expanded facilities ... and we can't help but wind up with a hard-to-beat combination.

Incidentally ... Paul hasn't just been sitting around playing the executive ... He may not have been able to participate directly in BALLYHOO, but he'll still wind up with many valuable points for the job he did in keeping the Spectator's pages alive with news and pics of the renovating job. Watch for a complete report in an early issue.

Good luck Paul with your new DOWNTOWN ... May it be good to you ... and to us.

.X.X.X.X.X.

## CHARLIE PERRIE MOVED

That personable, energetic young fellow who started with us in Guelph, and has spent the past six months as assistant to Jeff in Sudbury, has been named as acting manager of the Regent in Oshawa ... while Al is undergoing repairs at the Mountain Sam in Hamilton.

Charlie is well qualified for the job ... knows the score and knows his business ... The Regent is in good hands, Al ... so don't worry about it ... just concentrate on getting well fast. Good luck Charlie ... and good luck Al.

.X.X.X.X.X.

BOOK TICKETS ... BOOK TICKETS ... BOOK TICKETS  
Last day for returns is Friday, December 31st.  
Get the deal cleaned up and your money in the bank ... and your final reports in to Dick Geering. Don't wait for him to start chasing you.

.X.X.X.X.X.

## 3 RING CIRCUS

I have just glanced through the manual prepared by Bert Brown and the lads in Jim Nairn's department ... and if you do nothing else but follow item by item everything outlined in this booklet, you'll have one whiz-bang campaign ... Early reports show that this one is the biggest grosser of all Martin-Lewis pics ... Here's your chance to make up some of that yardage you may have lost during this past quarter ... Go after this one, guys ... and really slug.





# Ballyhoo

## SPOTLIGHT ON SHOWMANSHIP

Well ... Christmas is over, and I've proven a point, and you'll know what that point is when you have mulled through the "Drum-Beaters" section of this issue of BALLYHOO.

December is a tough month for bally, so I've been told ... nobody will co-operate. Merchants chase you out of their stores ... Newspapers blow you off, but fast ... Street stunts are taboo because of the weather ... All one can do is sit around, bite his finger nails and wait for Spring, tra la.

BUT ... what happen? Either that ole needle of mine is a little sharper, and my aim better ... or you guys are beginning to really catch on. Be that as it may, the quality ... and quantity of our BALLIHOO has been at least as good, if not better during December, as any month in the year ... and don't think that it doesn't reflect in your figures. If you feel that they've been pretty bad, just imagine how much worse they might have looked without the effort expended into selling your theatres ... product ... yourself.

So-o-o ... let's treat December as just another month, in future ... and hang precedent and traditional year-end pessimism. We've got something to sell that our public wants to buy. Let's sell it with all our energy, all the skill we've been accumulating over the years we've been in this business.

It's still a pretty good business ... Let's you and I help keep it that way.



## DRUMBEATS UP AND DOWN THE "B" TRAIL

In the way of trade paper coverage I'm afraid there isn't too much to report this week ... Actually I haven't had a chance to cover all the magazines ... this past week has been a pretty hectic one, and with one day slipped off ... well, I'll have to go some to get this issue out, in addition to taking care of the accumulation of normal routine detail.

Next week ... I'm looking forward to seeing the trade journals literally loaded with our "B" Gang's activities ... As a matter of fact I don't see how we can miss ... there's been so much good material tossed at me ... Well yes ... there is ONE way, and that's by your failure to send an account of your BALLYHOO to our New York editor friends. However, I shall scrutinize each and every sheet very closely ... Bet I can make a pretty accurate guess as to whose names I'll find listed ... Well, we shall see what pops up next week ...

Hope all you folks spent a very pleasant Christmas, and that the holiday cheer in your theatres made your customers feel right at home ... and brother-r-r ... did we have customers ... Let's keep 'em coming that way right through the new year ... We'll give you the pictures ... YOU sell 'em.

But ... enough of this chit chat ... time to get down to the business of reporting some facts ... so how about taking a gander at a few of the stunts reported by our master showmen ... and when you have read them ... you'll know why in my book, December is just another month when it comes to BALLYHOO ... So, let's get the show on the road ...

### CAPITOL - WELLAND

Most of George's ballyhoo this week has to do with his advance on WHITE CHRISTMAS ... and from where I sit it looks pretty good ...

He had the local Tribune carriers deliver 2,000 special heralds, door-to-door ... A vacant 24-sheet stand was grabbed by George and sniped with six sheets heralding his WHITE CHRISTMAS date ... Plenty of free plugs, with music from the track, over C H V C's "Mystery Personality" program ... also their French and Hungarian hours ... I can understand how you get your French 'in' George ... but how do you rate a Hungarian break?

For effect, George had two giant Christmas trees mounted on either side of his marquee, with cut-outs of the stars and cut-out letters, backlighted, to announce title and playdates.

This I like ... The Tribune came through with a fine three column pic of Pete Sadesky, one of the Capitol's projectionists, holding one of the new VistaVision lenses ... Excellent explanatory story accompanied the art ... with WHITE CHRISTMAS sneaking in half a dozen times. Plenty of points in this, my friend ... You just keep hammering away at the lads of your local Fourth Estate ...

Did I mention that George's I SAW deal is still going as strong as ever? It is ... As a novelty touch, this week he pasted



### CAPITOL - WELLAND (cont'd.)

a six sheet on his lobby floor ... Funny to watch the customers pick their way gingerly over it, BUT they had to read it to cross over ... Over 700 F.P. Book Ticket pamphlets, plus personal notes sent out by "Mrs. George" to Welland and district individuals and firms, to try and boost the sale of this important commodity.

On his current attraction FARMER TAKES A WIFE, and BOUNTY HUNTER, George persuaded the powers that Be at the Tribune, to kick in a couple of good off-theatre page scenes ... In addition he has permanent display spots in six excellent down town locations.

And that ain't all, friends ... George contacted a local ladies' wear shop and arranged an excellent contest on WHITE CHRISTMAS. The merchant devoted his entire window to Natlyna dresses, which are featured in the picture, and in addition offered one of them as a prize to the lady guessing closest, the number of patrons attending the opening days showing of the feature. The dress and offer were displayed in the theatre foyer two weeks in advance. To make the deal stick ... the merchant took a good sized display ad in the Tribune with generous space devoted to theatre and pic.

Looks like that's all from out Welland way this trip ... Keep it comin' George ... and you'll be with us at the Victory dinner one day next spring.

### CAPITOL - PETERBORO

For BOUNTY HUNTER, Len arranged to have a man tour the city on horseback ... man and beast suitably bannered of course ... He just managed to hit the districts where the greatest concentration of Christmas shoppers was ... Two good scenes on the feature in each of the Review and Lakefield News ... and a good banner ad in the latter paper in connection with their "Hidden Name" contest.

Len mounted two three sheets side by side, and arranged to have them posted on Eaton's fence on George St. in support of his BROKEN LANCE date ... Several good scenes from the same pic appeared in both the weekly papers.

To try and boost his Foto Nite attendance, Len made up a heed to fit over the "No Parking" sign in front of his theatre, with good copy using the "Money for Christmas" angle.

### CAPITOL - ST. KITTS

Vern's "Morning Melodies" still garnering him plenty of free time over C K T B ... The new super-market on the highway continuing to use his displays in front of their entrance doors.

When the Toronto Maple Leafs were in training on St. Kitts ice last fall, Vern managed to get several autographed hockey sticks which he hid until a week when he could really use them ... This was the week, and Vern lured many a youngster into his theatre last Saturday, and handed out the sticks to the lucky youngsters from his stage.

Let's go after more of that newspaper stuff Vern ... You showed that it wasn't impossible ... Keep hammerin' at 'em.



## ALGOMA - SGO

Norm concentrated this week on plugging the sale of his books of F. P. Tickets, and had a giant "A" board made up which he placed at the curb right in front of his boxoffice ... That's all? Looks like it ... Come on Norman ... you can do much better than that, and you're one of the lads who really needs some points just about now ... Get crackin' fellow ...

## CAPITOL - SUDBURY

A very nice newspaper break from Jeff this week ... a good, three column by six inch pic of Jeff and one of his projectionists inspecting the new lenses used in VistaVision ... plus a good supporting story ... T'ain't bad ... considering that Jeff used it as publicity for his return engagement of WHITE CHRISTMAS.

Two attractive windows ... one with Melody Music Center which used a background of plastic figures of Kaye and Crosby, plus good art and copy ... and the other with United Furs, who put in a full window, with a deep banner across the entire bottom, reading "Keep Her Lovely With a Gift of Furs for a Truly WHITE CHRISTMAS ..." One sheet displays backed up the display of furs.

Both local radio stations gave Jeff unlimited support, in the way of plugging the song hits from the feature ... with good covering theatre and attraction chatter.

## TIVOLI - HAMILTON

Don's "Miss Torso" contest fell flat ... but he managed to whangle a window out of the photographer, featuring a display of the giant, long-range lenses. In support of REAR WINDOW? of course.

Pick-a-Present page in the Spectator on Wednesday, Thursday and Friday gave Don some space in return for some Oakleys as prizes.

## PALACE - GUELPH

Scenes appeared in the Mercury on both SINS OF ROME and PASSION, on off-theatre pages ... Vervis restaurant still running the book-match deal, with offer of prizes to anyone who can collect all the letters in the name PALACE.

Herb and a bevy of usherettes covered the market, pushing books of F.P. tickets ... The report states that many were sold, and numerous orders taken for Christmas delivery.

C J O Y deejays plugging hit tunes from BRIGADOON, booked to open on Christmas Day ... All local clergy personally contacted and all promised to make pulpit announcements of the return of THE ROBE to the Palace.

## PARAMOUNT - PETERBORO

Art's two seasonal co-ops in the Examiner ... The Christmas Jamboree and the Business Quiz still running, and netting him some good space in return for prizes in the form of a few duets.

### PARAMOUNT - PETERBORO (cont'd.)

Cherney's Furniture Store ran a terrific tie-in ad in the Examiner, featuring a two column scene from WHITE CHRISTMAS, and plugging music and recordings from the film ...

The Review and Lakefield News each ran four small scenes in support of his ROGUE COP ... Don Corrin's "Hollywood Newsreel" featured in both weekly papers.

### CAPITOL - NORTH BAY

Robert's feature this week was a return engagement of GENTLEMEN PREFER BLONDES ... a slight switch in title, and the heading of a 360 line ad, paid for by City Laundry, read ... "BLONDES PREFER GENTLEMEN Who Wear Suits Cleaned by ... etc." Incorporated in the ad was good sales copy for theatre and pic ... City Laundry also bannered all their trucks for the occasion.

Another of Bob's full-page merchant ads appeared this week. Various building firms in the city grouped together under the heading ... GENTLEMEN PREFER ... THEIR OWN HOMES ... with good, catchy tie-in copy and a full pressbook ad for Bob.

The special Shopping Guide page still being run by the Nugget ... this week plugging GENTLEMEN and F.P. Tickets, in return for a couple of Oakleys for use as prizes.

The main hotels in North Bay were covered with good displays, Cab stands and the bus terminal loaded with good art and copy ... O.K. new fellow ... Christmas is over ... that turkey's had plenty of time to settle ... So-o-o ... how's about it?

### SENECA - NIAGARA FALLS

Jack has been quite busy with advance on WHITE CHRISTMAS ... which he promises will be described in detail in our next issue ... He also had his entire staff organized to blanket the city with good sales copy in support of the F.P. Book Tickets ...

The Seneca staff held their annual Christmas party at a local eatery ... which rated a good story in the Evening Review.

### ORPHEUM - SOO

ON THE WATERFRONT, netted Olga some fine radio coverage ... free, on both the Canadian and U.S. stations, with her announcer friends concentrating on sports programs and newscasts ... The American station also came through with much free mention on their popular "Morning Musical Show."

The Orpheum was gaily decorated both inside and out, with F.P. Tickets advertising ... which included a giant arrow, suspended from the marquee, with catchy copy ... pointing to the boxoffice. Cut-out letters on her stage were lighted between performances ... The confection bar mirror formed the background for an excellent and clever ticket display.



## REGENT - OSHAWA

I still see Al's I SAW in every edition of the Times-Gazette ... Also notice a good scene from BOUNTY HUNTER on an off-theatre page.

Good displays continue to be used at the lunch counter of the local Metropolitan store, and the Genesha Hotel. An excellent F.P. Book Ticket display on the confection bar drew much attention.

Al's back in the Mountain San now ... but I'll bet plenty of hot BALLYHOO tips will find their way into Charlie Perrie's mail during the run of this contest ... and I'll bet Charlie'll use 'em.

## PARAMOUNT - PETERBORO

Just found some more stuff from Art ... sorry I missed it in my earlier report ... however, here goes ...

Art is becoming quite famous around Peterboro for his P.R. and this week was another fine example of good-will building ... It was the occasion of Art's annual Christmas party for members of the School Safety patrols ... 480 members attending. Each child was given a pen and pencil set ... fruit, candy, surprise packages, and to top off the deal ... a monster draw was held from the stage, with lucky youngsters hauling away wrist watches, sweaters, hockey sticks and gloves, fishing tackle, dolls etc.

A swell deal from the friend of every kid in town ... and the cost to Art? Absolutely nil ... local merchants went for the works, including rental of the theatre, and were happy to be cut in on it. Nice going Art ... These youngsters will be buying adult tickets before too long ... and I'm sure they'll remember you and the Paramount.

The Examiner had two photogs on hand with the result that in the following day's paper a swell four column pic of Art, a group of youngsters and a couple of the sponsoring policemen appeared, with a complete story of the deal. Howzat guys? Have you given any thought to a similar Safety Patrol deal in your town? And don't just blow this off with an "Aw nuts" ... Art did it ... So can you - IF you try.

## VICTORY - TIMMINS

I don't know where to start ... haven't heard from Jack Bridges in over a month ... then a stack of stuff lands on my desk, and I'm supposed to sift it out, classify it, date it and assign points. Sorry fella ... I just haven't the time, but I'll do the best I can. Don't blame me if you still wind up short ... This is YOUR job, not mine ... all I'm supposed to do is score your stuff ... But, I'll try to give you a fair shake. Fair enough?

For his date on GARDEN OF EVIL, Jack talked a local druggist into supplying several hundred cards, perfumed for effect, which Jack distributed on the Main street ... On one side was Jack's ad, and on the other the druggist tied in GARDEN OF EVIL copy with his sale of cosmetics and perfumes.



## VICTORY - TIMMINS (cont'd.)

For PRIVATE INFORMATION, Jack had small cards made up, which he placed on all phones in restaurants, telephone booths, etc. in Timmins and surrounding district ... The cards read ... "FOR PRIVATE INFORMATION, Shocking, and Brutal ... call (Theatre number) Many calls did come through, and the cashiers picked it up from there.

Ten one-sheets were located in good spots around town as advance for THE EGYPTIAN ... Also arranged for the Record Bar to pipe background music into the street via their sidewalk p.a.

Now I see a scrapbook on WOMAN'S WORLD, which obviously is Jack's piece de resistance this week ... Let's see what we can find between the covers ...

I see a number of good co-op ads ... not large ones, true, but each and every one has direct reference to WOMAN'S WORLD ... some with good art culled from the pressbook. Listing them in order of appearance, I see ... Fern Cottage Restaurant ... McDowell Motors ... Bill's Radio and Appliances ... Music Box ... Snow White Laundry ... Shaheen's Ladies' Wear ... Joyce's Candy Shop and the Elma Sewing Machine Shop. Quite an array, what?

Snow White Laundry also ran a contest, with \$300.00 worth of prizes for the winners ... to be drawn for from the stage of the Victory.

Woolworth's, Kresge's, Smart Set Dress Shoppe and Mike's super market each turned over 500 shopping bags to Jack ... He purchased another 500, had special one-foot square stickers printed and placed on the bags, all of which were distributed by the above-mentioned merchants ... Every customer making a purchase, had to haul it home in one of Jack's bags ... How could anyone miss knowing what was doing at the Victory?

Ellie's Dress Shop came through with five separate plugs on five consecutive days over their daily program over C K G B ... Palmer Jewellers and Henry's pharmacy each matched the above, netting Jack a total of fifteen good radio spots.

Meisley and Ball played the title recording continuously over their street loud speaker during the run ... the local Music Box, ditto.

Not a bad campaign Jack ... and looks like it's bound to net you a few valuable points. I still can't figure out a couple of weeks so you may miss out on the monthly bonus ... although I've squared you for November.

Just noticed your postscript Jack ... and am very sorry that there has been some illness in your family. I should have known there was a good reason for your not being in every week. Hope all is well, and the family's in the pink again.

## CENTURY - HAMILTON

When that guy Jolley starts perking ... brother, he really cooks



## CENTURY - HAMILTON (cont'd.)

with propane ... I've got so much stuff from him this week ... all of it slightly terrific ... that I really don't know where to begin. I'll say this for the guy ... he classifies his material so well, three separate sections this week, each neatly tagged, that I can start just about anywhere without prejudicing his total effort ... So, what're we waiting for?

In the line of routine bally, Mel tells us that his Pick-the-Stars contest in the Review still going strong ... and this week it got our boy an excellent front page story ... The photo featured was a four column shot of the stars of SHOW BUSINESS ...

The Century still knocking off lots of valuable radio time over both Friday night shows ... "Meet Me at the Brant" and the Kresge Corral. Mel received a good display ad ... free, on the classified page of the Daily News ... tying in with their Christmas Shopping Guide ... The Century lobby, front, confection bar etc. were gaily decorated for the festive season ... each plugging the sale of F.P. Book Tickets.

Now how about a little P.R.? Did I say "little," Mel does the kind of a job each Christmas that the youngsters and their parents talk about all year ... Mel is a Shriner, and each year he organizes the Hamilton Shrine Club into a smoothly functioning organisation for the collection of TOYS FOR TOTS ... Each child who contributes a usable toy to the fund is invited to be Mel's guest at a special morning performance during the holiday season ... The toys collected in this manner are distributed in time for Christmas to the less fortunate youngsters of the city by the regular Red Feather services ... Each year in excess of 1,000 toys are distributed in this manner.

To get the ball rolling, many of the local Shriners donated new toys to the fund ... They paid for the printing of thousands of colourful window stickers which decorated nearly every store window in the city ... to say nothing of the windshields of hundreds of cars, busses and street cars, etc.

This deal was publicized over the p.a. systems of nearly every public school in the area ... C K O C and C H M L devoted literally hours of air time to plugging the event ... and the toys kept pouring in.

The Daily News ran a five column pic of Mel and some of the other Shriners in front of a mountain of toys, and the Spec came through with a good three column pic. Both were accompanied by excellent stories giving details of the set-up. Jane Baker devoted nearly half a column to Mel and his toys.

You're right Mel ... and seems that I quoted this before ... "A man is never so tall as when he stoops to help a little child" and in my book ... You're a mighty tall man.

And if you guys want to be selfish about it ... just remember that every time this deal was mentioned over the air, in the press ... even on the stickers, the name CENTURY blazed out like a neon tube ... Good P.R. pays off ... in every way.



## CENTURY - HAMILTON (cont'd.)

So now you know about Mel's TOYS FOR TOTS campaign ... but I'm not through yet ... Remember me saying something about a Saturday ayem kids' show developed by Mel? I promised you something just a little different ... Let's see what you think of this ...

Mel calls it the FAMOUS FUN FESTIVAL ... which takes place at the Century every Saturday morning ... Here are some details ...

Back about the middle of November the Spectator ran a series of line drawings, to be coloured by local youngsters, with special prizes for the winners ... This was their introduction to a new, weekly section designed for the children of the community ... edited by one Johnny Robinson, no stranger to readers of our BALLYHOO.

To foster interest in the undertaking, the Spectator Junior Press Club (Named by Mel) was formed ... Each member receives a regular badge designating his rank ... they start as cub reporters, then go on to become Ace Reporters, City editor, etc. The club meets every Saturday morning at the Century ... Badge-wearing members receive a five cent discount off the regular prices ... Any Hamilton youngster can belong ... all he has to do is fill out an application form at the theatre.

For the initial show, the Spectator purchased 200 tickets at the regular price, which they handed out to their colouring contest winners ... The winners also shared in something like \$700.00 worth of prizes ... all paid for by the Spec. The prizes were presented by Johnny Robinson, boss man of the Junior Press Club, and Mel Jolley.

The publicity accruing to the Century is almost beyond assessment ... Starting the latter part of November, roughly 2,340 lines of free publicity in the form of pictures, stories, readers etc. have appeared in the pages of the Spectator ... and this does not include the several free plugs which appeared in four full pages run by the Spec independently, to publicize their end of the deal.

The cost of any ads used by Mel as direct advertising for his morning shows is shared by the Spectator on a 50-50 basis ... Johnny Robinson appeared on C K O C and the local T.V. station to plug the shows ... Nothing has been overlooked.

Mel has only one show under his belt at this writing, and I can't wait to receive reports of subsequent shows ... This looks to me like a terrific deal, and here's your chance to really sweeten up those tough newspaper guys in your town. Drop Mel a note, and I'm sure he'll be pleased to provide you with complete details ... Here is an idea for a morning kids' show with a truly novel twist, and one that any wide-awake manager can promote ... with a little effort, of course.

Great stuff Mel ... Your stock is soaring, boy ... Watch that score-board in a week or so ... there may be a few surprises in store for several of our BALLYHOO'ers ... Keep slugin' fellow, and you'll be right in there at the pay-off.



Well ... this is NUMBER 1, VOLUME 4 ... We're starting our fourth year of publication, and I can't pass up this opportunity to say ... "Thanks fellows." Thanks for your support, your co-operation and your constant interest. YOU are the ones who make BALLYHOO possible ... and I appreciate it.

I mustn't forget our very good friends on the New York trade magazines. Walter Brooks, Hal Sleane and Ralph Cockain ... Their nice comments, support and encouragement has meant much to all of us ... Thanks fellows ... and don't forget us during 1955.

BALLYHOO serves a very useful purpose ... and is not confined to our own district any longer ... We now print 130 copies for distribution from coast to coast, and to many U.S. circuits and individuals.

Let's make 1955 our biggest BALLYHOO year ... Together we can do it ... You and I. "In Unity There is Strength." ... Let's unite, fellows.

And now ... my very best wishes to every member of our own BALLYHOO GANG ... for good health ... much joy and happiness in your homes and at your work ... and a fair measure of success for each and every one of us during the coming year - 1955.

A HAPPY NEW YEAR